

62

SPRING  
1960

# African Violets

FOR BEGINNERS AND COLLECTORS



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★ FEB 9 1960 ★

U. S. Department of Agriculture

*Pink Revieille*

## SPOUTZ AFRICAN VIOLET GREENHOUSES

34365 MORAVIAN DRIVE

FRASER, MICH.



AFRICAN  
VIOLET

GREENHOUSES

34365 MORAVIAN

FRASER, MICH.

Dear Homemaker:

Are you an indoor windowsill gardener? If you have even one potted plant, I'd like to have a moment of your time now, before you turn the pages of this catalog. We all take great pride in keeping our home "friendly" and everyone knows that all "green thumbers" are just plain home folks when it comes to swapping advice and talking about plants. Haven't you noticed that if you have a purple violet, it doesn't take long before you acquire a leaf or two of another kind? In no time at all you find yourself watching for your sprouts to unfold, then what a joy it is to watch the new blossoms unfold, and suddenly, you've found a delightful hobby!

You want African Violets that will bloom without pampering, and you want them to reach you in fine growing condition! You may wonder how we pack them so they arrive without breakage. Our African Violets (individually potted whole plants, not cheap divided roots) are sent with a ball of good earth around the roots, and we wrap well dampened moss around the soil. The plant is enclosed in waxed paper and then anchored firmly onto corrugated padding to prevent shifting within the box . . . guaranteed by us to keep right on growing and blooming! Complete growing instructions included too. We sell both the new varieties for the collector and also the exquisite kinds that are just a few years older, priced for the modest purse.

Be the first in your neighborhood to have a window full of violets, blooming all colors of the rainbow during the winter months when flowers are most appreciated. Send us your order today!

Sincerely, SPOUTZ GREENHOUSES,  
Mrs. Jennie Spoutz

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Catalogs  
FREE

New "prospective customers" will receive a Spring and a Fall catalog free, and any order places your name on our regular mailing list.

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**BRAND NEW  
INTRODUCTION!**

*Cerama*

**\$3.50**

Here's a glowing cerise single flower with a lively raspberry-red overlay on the upper two petals, and a softer cerise in the lower petals. A truly brilliant and original color combination!

Cerama is entirely different from anything you've seen and is to be admired at close range, so you'll want it in a forward position in your collection. If you like lots of color, then Cerama is for you! A vivid creation with real personality.

We had it on trial here last Fall, and the patch in bloom was spectacular! Such long-lasting blossoms, borne in clusters of 10 or more per strong flower stalks, and fine tailored leaves. We doubt that we have enough cuttings planted and if necessary, may we hold your order on this one variety till later?



## Double Flowering

### *Wintergreen*

**\$3.50**

A rare violet indeed, growing exactly as pictured! The foliage is speckled chartreuse and marbleized forest green, with

double white flowers that are tinted light blue in the center. Really different, brand new and a sensation when exhibited for the first time at the African Violet Convention held in Nashville, Tenn., in April 1954! This variety makes a fine gift plant.

## *Fluffy Double*

**\$1.75**

We were pleasantly surprised to find this was No. 3 in our Popularity Poll for Spring 1955!

Whole clusters of foamy white flowers edged in rose or blue makes it so special. A vigorous grower and an easy bloomer, every bud will unfurl slowly and the large flowers will last a long time! Makes a real bouquet!



Start your collection today by giving "a gift to yourself." Order *Fluffy Double* now, it's sure to be your favorite also!

# Lavender Beauty

**\$1.50**

If you're a beginner and violets are new to you, we recommend Lavender Beauty. It's easy to grow, always in bloom, and priced low to start your collection. Dependable!

The picture is an excellent likeness. Petals have a soft satiny finish and glisten with frosty particles, in a true pastel lavender. Don't be a Doubting Thomas, but prove to yourself that our violets do grow and bloom as we say they will!



*Double-Flowering*

# Queen Neptune

**\$1.75**

There are so many large sized fully double flowers of darkest blue, that it may be difficult to see where each blossom starts: If you need this color in your collection, or if you have no

doubles now, we recommend Queen Neptune for its beautiful dark green quilted foliage, that commands attention for the wonderful satiny gleam—and because it's the BEST in its class!



# Velvet Girl

(2-tone red)

\$2.50

The two uppermost blossoms in the accurate photograph above will tell you more than words can describe. When I first saw this variety I thought of "Pansy-Puss." It's clean-cut and adorable and a very good bloomer, with outstanding fluted foliage.

The lower petals are mostly a dark orchid I'd say, but with a permanent red-garnet edging at the outside tip. The two upper petals are solid in tone with the same velvety dark red-garnet coloring and it does not fade out. Something new in African Violets!

This captivating pansy-like flower has an endearing personality and a warm and unassuming nature, and the two colors have an instant appeal. No other like it. Easy to grow—lots of flowers.

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African Violets are just the gift when you want to say "I'm thinking of you." A hundred kindly thoughts will not register like one actual gift of plants such as we furnish. Gift wrapped and guaranteed to please! All prices are "postpaid."

Confirmed gardeners are happy people . . . they develop and revel in beauty around their homes. You forget worries and troubles in tending a garden. Your windowsill garden of African Violets will be a real year-around pleasure!



## Scarlet Red

(*Episcia Coccinea*)

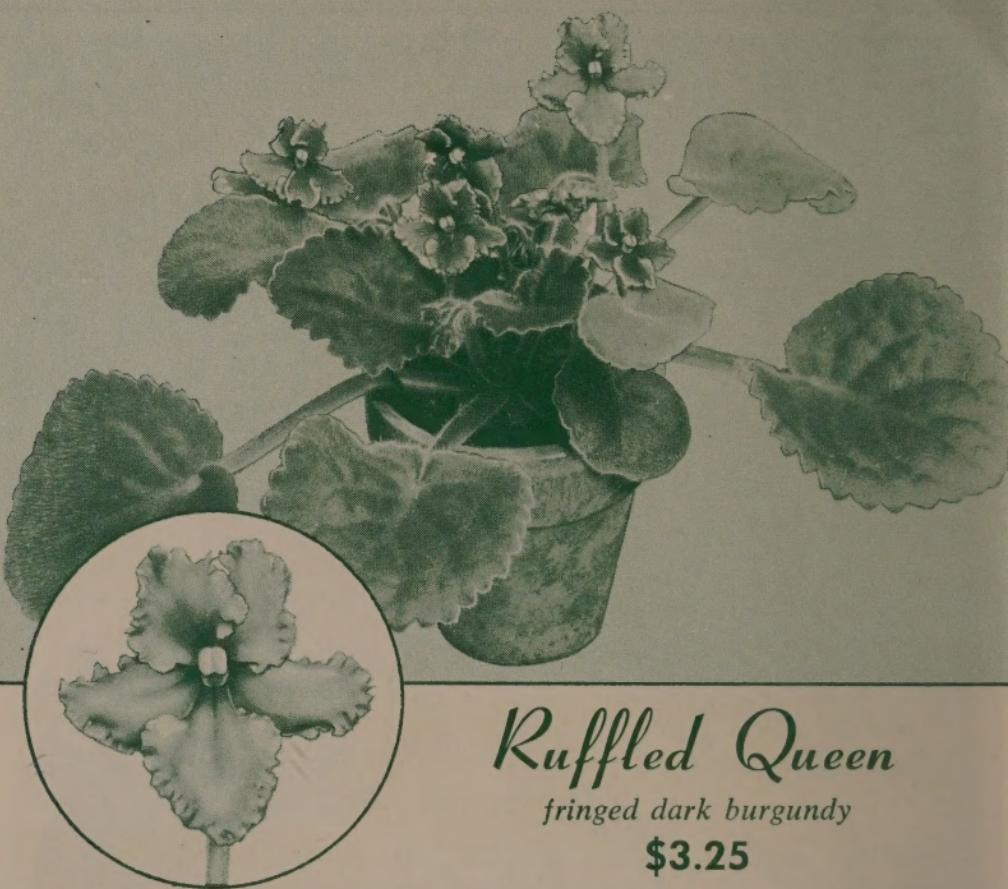
\$2.75

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—“Trumpet Shaped Climbing African Violet Cousin!”—

Scarlet Red “Episcias” grow in an interesting manner, the mother plant sends out runners, or stolons, to propagate itself, much in the manner of the strawberry plant in your garden. These stolons in turn send out others and soon you have a delightful plant for a hanging basket.

The flowers seem to be cut with a tiny pair of pinking shears, are a true scarlet, that appear on the new stolons as well as the mother plant.



## *Ruffled Queen*

*fringed dark burgundy*

**\$3.25**

Here's an African Violet that's sure to catch the roving eye! The above photograph does not completely do this plant justice for we tried to show both the flowers and the robust foliage clearly.

Never before has any variety been No. 1 Best Seller every season since its introduction! It's a record that hasn't been topped, and if you must limit yourself to just one plant, order Ruffled Queen!

**WORD PICTURE:** Long lasting flowers, velvety dark burgundy, of giant size and heavy substance, with each petal so ruffled and frilled it gives the appearance of being edged with lace of a lighter shade than the rest of the flower. As each bud unfolds it's a joy to behold for the crinkled edges remind you of starched ruffles even on the reverse of the blossoms! A superior bloomer with well-branched flower stalks.

# Holly

\$1.75

Isn't the foliage pleasantly different?

The contrast of the deeply colored and wavy foliage (fire red underneath) against the hyacinth blue flowers is both striking and beautiful!

Violet enthusiasts who regularly visit our greenhouses are intrigued by Holly and Oriental, but since their introduction, all available stock has been reserved for sale to our mail order customers! Kindly give us your instructions in case we're sold out again.



*Angel Lace*



# "Totem Pole"

## African Violet Plant Stand

Refreshing new gift idea! This attractive stand will last for years, glamorizes your picture window and gives your home more plant display space! There's plenty of room in that bottom pot for all your houseplants that need support to climb freely. Your floors are protected; there's no hole in that giant-sized bottom pot!

Easy to assemble, with 3 little clips. Extra sturdy. Comes in two long-wearing finishes, and your choice of pots. Perfectly balanced no matter how you place the nine swinging arms.

We include nine 4" plastic pots which have three drainage holes and nine plastic saucers, and one 8" unbreakable plastic pot for the bottom. Plants not included. We prepay the postage to your door any place in the U.S.A. State your choice of pots: white, or pink, or marbleized gold.

\$15.95 Black enameled finish

\$19.95 Plated brass finish

## **BEGINNERS:** *Those who want varieties that have stood the test of time . . .*

New African Violet enthusiasts buying their first plant should select varieties that are inexpensive but distinguished. However, do not overlook those that may be priced a little more, for they are a good buy also. If you have some unknown varieties now, remember you can rely on our catalog descriptions and therefore avoid buying duplicates.

Have you noticed that our catalog doesn't confuse you with endless varieties? . . . we're very fussy about this because we're sure you find it difficult to choose anyway. Remember that words alone cannot give you a true picture of the beauty of all these lovely plants. Allow your imagination a free hand!

## **COLLECTORS:** *(the beginners of yesterday) . . . Those who want the latest sorts.*

We receive so many letters asking about varieties we do not sell, and are always glad to answer fully. When we select a variety for this catalog there must be more than a whisker's difference before we list it. I am always mindful of the days when one violet was blessed with nine names, and today, as ever, when we state Red King is the best "red" so far, it is because a "newer" red has not impressed us favorably in vigor, flowering habit. There must be an improvement or it is unwise and unfair of us to recommend it.

We place an unqualified "okay" on every variety that is listed on the following pages . . . for performance, they are distinctive and worthwhile in your collection!

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Remember in buying African Violets, price is not everything. We treat our customers as our friends, yet as in any business, a few have strayed away. We are none of us proof against the siren song of low price. But recollection of our high quality plants and packing remains long after price is forgotten. We're very happy when your letters say "plants from you are the nicest I've received by mail."



GUARANTEED

## AFRICAN VIOLET PLANTS

Standard, Patented and  
New Varieties for Beginners  
and Collectors

**ANGEL LACE:** Fanciers will fairly burst with excitement when they see Angel Lace, for it's definitely a love-at-first sight African Violet! White violets have a universal appeal, as a symbol of purity and innocence. Imagine now, white blossoms that are fully formed and of heavy substance, its petals edged with lilac-blue ruffles! See it on page 9.

\$3.25

**APPLE BLOSSOM:** Giant-sized white flowers of wax-like substance that are brushed with pastel rose-orchid at the edges and in the center. Loads of flowers, too!

\$1.50

**BI-COLOR:** A pretty African Violet that is sure to please you because it is different and grows quickly. Flowers have plum colored tips on the upper 2 petals which are a beautiful contrast to the pale orchid coloring of the rest of the blossom. Very dark foliage. Dependable too!

\$1.00

**BLUE BORDER:** A dreamy new creation in white, with faint marbleizing of blue, so smooth in color tone. It carries more open flowers and buds than any other newcomer, regardless of color! Smooth flowers that twinkle and glow!

\$1.00

**BLUE HEIRESS:** Spectacular 2½" flowers of brilliant blue which will make your collection the envy of the neighborhood! The heavily scalloped foliage has pencil-thick stems which grow in perfect rosette form. You will receive many astonished and envious compliments for its strong husky appearance and grandiose flower stalks!

\$2.75

**BLUE PEAK:** Here's your 3-in-1 violet all in one plant if your collection lacks a double, needs a marine blue, and if you've been eyeing those 2-tone combinations with sugar-white petal edges! We've counted 18-20 petals on bouquet-type flowers. There is a nice picture of it on page 29. **\$1.75**

**BRONZE BLUE BEAUTY:** Suppose the slow-growing giants aren't for you? Let us tell of the virtues of "BBB". You'll count more flowers fully 1½" size on this variety than on any other dark blue you now have! Now to the leaf: so waxy, so shiny and dark! Compact girl foliage. **\$1.00**

**CERAMA:** How easy it would be if we had this pictured in color because these spectacular flowers could speak for themselves. A sharp 2-tone lively cerise with a ceramic overlay of raspberry-red on the upper two petals, shading to a softer cerise on the lower petals! See the photograph on page 3. **\$3.50**

**DOUBLE VELVET GIRL:** For a vibrant color note, this sport from Velvet Girl takes honors! The gloriously rich red-garnet 2-tone puffy flowers will make this your most prized possession! Livelier, radiantly different and without question our largest and fullest double African Violet! **\$2.25**

**FLUFFY DOUBLE:** Sparkling white fluffy double blossoms of wax-like substance, center petals shaded with light blue-rose and with a bright golden stamens in the middle, truly remind you of summer skies and billowing clouds on a sunny day! See photo on page 4. **\$1.75**

**GIANT PURPLE MONARCH:** Unmatched regal dignity and size! Words I knew would not impress you so I took a flower and traced around it with a pencil, then put a Silver Dollar over my drawing. View this "art work" (sincere apologies) on our order blank. This luxurious velvety purple-black beauty with claret undertones is massive and full formed. **\$2.00**

**GOLDEN HARVEST:** Smooth lavender double flowers with a silvery overcast and a chartreuse edging if you please, plus distinctive crisply waved foliage. A prolific bloomer with large flowers. Customers in our greenhouse ask for it if they can't reach it, which means it's a stand-out among other pastel doubles. We know you'll like it. **\$1.75**

**GYPSY:** Really bright rose-orchid, a color which will attract much attention in your home, and one of the spritely violets we've been growing in quantity to be priced low for new enthusiasts. If you have a limited amount to spend for violets we know you'll enjoy owning our Gypsy. Always many large round flowers with smooth coloring! Girl-type leaf. **\$1.25**

**HI LOA LIGHT BLUE:** My own favorite from all the new light blue introductions that I've purchased from leading hybridizers, so I've had lots of time and varieties to choose from. Why is it my choice? Umpteen flowers of wonderful size and coloring all heavily frilled and umpteen flower stalks! **\$1.75**

**HOLLY:** The foliage of Holly must be seen to be realized! Darkest bronze green, very frilled and pointed crisply at the edges and royal purple beneath. Truly the darkest leaf and the shiniest leaf you've ever seen! No other variety in our catalog has a leaf like Holly. Lots of blue flowers too. See picture page 9. **\$1.75**

**HOLLYWOOD ACE:** A new kind of leaf for our violet fans who thought they had seen them all. You can roll this leaf up like the cowboys roll their cigarettes, cause they're not juicy or brittle. Great big dark double purple flowers. Violets like these make people like me wonder "what next"? **\$2.50**

**LADY GENEVA:** You don't have to look twice to notice the white edging on this dark purple, it's so very striking! Easy to grow, not temperamental, and a wonderful bloomer. Not one of the "newest" but among the nicest! **\$1.25**

**LAVENDER BEAUTY:** Not new but so distinguished and well established in all collections that we illustrate it right up front, see page 5. Lavender Beauty ranks with Velvet Girl as the 2 finest and most beautiful time-tested violets of today. Exquisite silvery lavender, melting of color, petals that glisten, countless wide flowers on well branched stems . . . all the superior qualities that guarantee a high rating in our Best Seller list! **\$1.50**

**MARY THOMPSON:** Please make room for this quiet masterpiece, with its orchid-lavender frilled double flowers. To tempt you further we have lowered the price, and we promise husky multiple crowned plants. We are determined to get some of the previously high-priced things into your collection! **\$1.25**

**OHIO BOUNTIFUL:** The creation of the double pink has been a fascinating chapter in African Violets! The vogue for double pinks that has swept the country since their display at the Convention in St. Louis in 1954 left critical fanciers breathless with surprise! Pinks had been restricted to single flowers and Ohio Bountiful is a real triumph! It fills that long vacant niche in the violet field—the double pink! Cuttings from mother plants have bloomed for us, and Ohio Bountiful is not to be confused with untested semidoubles that revert or show off-colors. We know you'll agree that it's all we say it is, a large flowered prolific bloomer and really double! Pictured accurately on P. 22. **\$3.25**

**ORIENTAL:** We're not going to talk about the flowers on this violet. It's the leaf that's so unique! Notice the trim growing habit. Note that it does bloom, medium blue. But away with details! Never have you seen a glowing red backed leaf shaped so much like miniature canoes! Very rare and unusual. Pictured on Page 29. Our supply is limited. **\$3.50**

**PAINTED GIRL:** Cheerful snappy sparkling white with red edging or a star-like pattern—there's whole clusters of gaily assorted designs—very popular! Lots of good sized flowers held firmly above the foliage. The beautiful frilled "girl" type leaves make this a very lively combination. **\$1.25**

**PINK ANGEL:** A robust growing plant and one that blossoms freely, in a lovely pastel pink. There are many widely opened flowers at a time, and the smooth tailored foliage is quite dark, sometimes reddish underneath. **\$1.00**

**PINK REVIELLE:** These widely-opened flowers are a lively shade of true pink and are heavily fringed. High quality large blossoms of lively smooth pink coloring are borne on strong stems, and surrounded by excellent glossy dark foliage, making it a gorgeous plant! A brand new 1960 introduction, pictured on the front cover! **\$2.75**

**QUEEN NEPTUNE:** A dependable variety is what you want if you are a beginner. One with pretty foliage, with lots of flowers that can "take it" while you're practicing on violets. Fully double flowers with each petal placed just so, in a dark midnight blue. It is pictured on page 5. **\$1.75**

**RAINBOW GIANT:** Bold and manly in appearance, a lusty grower possessing super sized flowers of burgundy red, each petal narrowly edged with snowy white. **\$1.50**

**RED KING:** Think of a rich burgundy wine against velvety foliage of darkest green. The connoisseur will be proud to exhibit this at Flower Shows where it will surely win prizes for its free-blooming habit. We have counted more blossoms on Red King than any other variety we grow! We've seen many newer "reds" but still prefer the captivating Red King for its exceptionally fine windowsill qualities. For a rare treat, display Red King next to baby blue Sailor Girl! Illustrated on P. 27. **\$2.25**

**ROSE WING:** Lacy ruffling and wonderful texture, so cool and morning fresh, Rose Wing captures your attention and admiration! These immense flowers, white overlaid with rose, are widely opened, heavily fringed with a tatting-like edging, and display more coloring in the center! Pictured on P. 23. **\$3.25**

**RUFFLED QUEEN:** Leading hybridizers are still working to produce new seedling hybrids with that spectacular fringe that Ruffled Queen alone possesses! All that has been said about his gorgeous creation is true but it has to be seen to be realized . . . aristocratic Silver-Dollar sized flowers that will give you a thrill every time you talk violets! If you have a violet fan that you owe a present to, nothing could please her more than to own this rare gem! Fringed dark burgundy flowers, and it's pictured on page 8. **\$3.25**

**SAILOR GIRL:** Softest baby blue, a shade deeper in the center and a prolific bloomer. Display this one next to your pink violets! Very dependable and modestly priced. **\$1.00**

**SAILOR'S DELIGHT:** This double-flowering light blue is especially suited for beginners for it's an abundant bloomer and is compact, very easy to grow. **\$1.50**

**SCARLET RED:** Here's an African Violet Cousin (*Episcia Coccinea*) that will catch the eye of every visitor with those unusual trumpet shaped scarlet-red flowers! The extra large bronze foliage has emerald green markings, and provides variety and adds interest to your collection. You'll like it on a glass topped coffee table, to use as a conversation piece! Really different, but turn to Page 7, and see for yourself! **\$2.75**

**SHOCKING PINK:** There's nothing quiet or demure about our old friend here, it fairly shouts for attention! Large bright pink flowers that are perfectly flat, and stand up straight so you can see them. A compact grower with neat foliage. **\$1.50**

**SNOW PRINCE:** Absolutely pure white flowers that are full, round, and truly bigger than a Silver Dollar! If you have had trouble growing the pure white ones, we guarantee that SNOW PRINCE will give you new confidence! The widely opened flowers glisten in the sunlight and your plant will always have loads of flowers and buds held high on strong stems. Tailored foliage, graceful and neat growing habits. Our healthy plants are anxious to bloom. **\$2.00**

**SPARKLING WATERS:** Something different? This is it. The flowers are boldly marked with velvety pansy-purple rays from the center, over a pleasing delft blue background!      \$1.25

**STRIKE ME PINK:** You should see that shiny almost-black symmetrical girl-type foliage! What a name and what a violet. You can imagine then that the flowers are going to be something unusual. Very double brightest pink flowers, leaning to the rose pink and not to the baby pink shades. The foliage glistens, the rose-pink flowers turn jewel-bright when evening comes and the lights are on. You'll be glad that you added this one to your collection!      \$2.25

**THUNDERHEAD:** Women, they say, are apt to get their measures a bit out of line, but this pure white one here is lots bigger than a golf ball for sure! Positively nothing in violets has flowers like this in size and substance!      \$5.00

**VALOR:** Some dark purple violets are good, some are better. This one is the best! Yes, if I had to limit myself to just three potsful of violets, I'd make sure that Valor was one of the 3. Impressive single flowers, rich in color tone as purple velvet, a pleasing color that reflects handsomely in the sunlight. Blooms and blooms, grows rapidly, and very dependable with tailored light green foliage.      \$1.75

**VELVET GIRL:** Shown on page 6 and really striking, in a two-tone red combination. This captivating pansy-like big flower has an endearing personality, clean cut and adorable! Lower petals are mostly rich light red in tone, with a permanent red-garnet edging at the outside tip of each petal. The upper 2 petals are solid velvety dark garnet and this doesn't fade out a bit! A profuse bloomer. Handsome strong girl-type foliage. Has been our 2nd best seller again last year and every year since its introduction! For sharpest coloring we recommend using our Pokon Plant Food.      \$2.50

**WHITE MADONNA:** Winner of many awards including Blue Ribbons at National African Violet Conventions. Huge buds unfold from a cream shade into crystal-clean sparkling white petals, forming those large double pure white blossoms that won praises and prizes from the experts who know!      \$2.00

**WHITE ORCHID:** Are you looking for an inexpensive pure white with a new look? It's that frilly edging on those fine round blossoms that earned a place for White Orchid. We recognized its value so we planted lots!      \$1.50

**WINTERGREEN:** The photograph shown on page 4 is an exact likeness so that you may see for yourself that there's always something new to look forward to for your collection! A strong grower, producing many white and blue double flowers, with variegated foliage speckled with dark green. Rare and very choice!      \$3.50

**WINTERY ROSE:** This cheerful double is a color-fast reddish wine with a wintery white halo on every petal, and a plant in full bloom will have flowers of many different hues. Freshly opened buds are very dark and as they grow larger, they change to different shades of wine which is most attractive. Blossoms profusely, has light green tailored foliage.      \$2.25

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Latest tests prove that soluble salts collecting on the rims of old clay pots cause damage to leaf stems, causing them to turn jelly-like and rot. The new Wik-fed Plastic Pots are non-absorbent and the mature leaves will remain in good condition, making it easier to grow specimen-sized plants.

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Complete growing instructions are included with your order.

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Do write me if you have time, and let me know if you're pleased with your order.



## *It is Easy to Grow African Violets*

In the past, some have felt that African Violets were temperamental, but with just a few simple suggestions, you're sure to be a confirmed enthusiast! Let's visit a while, and I hope you'll be persuaded to give your green thumb a chance to show you how lovely your windowsills can be.

I wish I could convince everyone that my healthy plants, plus a Wik-fed pot, a window, and my good special potting soil is all that you need to have an abundance of bloom. It's just that simple! Let's suppose that you have all these things, and from now on it is just a few hints on culture you need to keep your plants looking nice. They need some sunlight.

If you mix your own soil take: 4 parts good garden soil, 4 parts rich woods earth (leaf mold), 1 part of sand or vermiculite, 1 part peat moss, 1 part very rotted cow manure. You'll have to sterilize by baking this one hour at 250° to remove the nuisance of worms or weed seeds. I should say here that you must hide all fertilizers before you start, lest you be tempted or carried away with enthusiasm in this important mixing process!

Now look for a pot that is in proportion to the plant, too much pot detracts from the beauty of your plant. The Wik-fed pots allow for proper drainage, or select any kind with a hole or two in the bottom. Our customers report that Pokon Plant Food enriches the color of your foliage, increases the size of the flowers and generally increases the loveliness of your violets.

Don't spill hot or cold water on the foliage as this will spoil the appearance by causing brown markings. These plants originated in Africa, so they appreciate warm temperatures. Of course, you wouldn't want them to die with sunstroke by allowing the hot sun to shine directly upon them thru a plate glass window.

Now if you have some old gnarled plants that just don't look right to you, firmly resolve to throw them out and start anew! Coddling a weak specimen on your limited windowsill just isn't worth it, when you recall how many nice healthy plants are anxious for a spot to show appreciation by dutifully rewarding you with flowers. Give them room to be graceful, don't separate plants that are blooming lest you knock off the flowers; and don't let me frighten you, they're easy to grow!

## To Beautify Your Window Garden

ORDER

### "Wik-Fed" Flower Pots

made of unbreakable Styron Plastic!



Especially for the busy housewife! Neat, clean, cheerful and designed to make watering a whiz! Tiny feet the size of a pinhead keeps the base off your sills and tables, no chance for staining. You just fill the base with water when the wick is dry, about every 10 days. Glamourize your windowsill garden with these new last-a-lifetime Wik-Fed flower pots.

**COLORS:** Marbleized blue, yellow, green, red, ivory, pink, and lavender. Each with a highly polished black base, complete with the wick that gives your plants a constant supply of water. Prices are postpaid:

	Each	Per 3	Per 6	Per 12
Regular 4" size .....	\$1.50	\$4.25	\$8.00	\$15.00
Larger 5" size .....	\$2.00	\$5.75	\$11.00	\$21.00



upper part 8" wide x 4" high  
lower base 8" wide x 1½" deep

This is exactly what you need to make your hobby a more profitable one, for there is no limit to the number of plants you can grow from each leaf cutting when you place it in this wee hothouse. Roots develop more quickly through controlled moisture.

Everyone knows that African Violet cuttings grow bigger as they root. That is where the four vents and the hinged door in the roof come in so handy. No need to remove the greenhouse top.

**HOW IT'S MADE:** The clear glasslike plastic top is 4" high, rests on a separate 8 x 6" base which is 1½" deep. Just fill the base with half sand and half peat, moisten well, insert your cuttings and then take notice how much faster you have sprouts above the ground! Makes a wonderful gift for any gardener!

### Miniature Greenhouse

"with a hinged door on the roof"  
It's fun to start your own prize-winning plants in this feather-light precision built miniature greenhouse!

\$3.00 ea. 2 for \$5.50



**Double Pink  
Ohio Bountiful**

**\$3.25**

Our photograph failed to capture the full size of those wonderful blossoms of true baby pink coloring, but observe that its fully double and a neat grower too! We place an unqualified rating of "THE BEST" on Ohio Bountiful because it's always covered with bloom (9 or more buds on well-branched stems) and flowers are silver-dollar size . . . have that glistening frosty-like sheen that's so rare among the pinks!

***Sailor Girl***

**\$1.00**

We can't say that it has the largest flowers or that it will grow to great size, but if you're looking for a friendly little violet with lots of baby-blue flowers, then order Sailor Girl!



# Rose Wing

**\$3.25**

Here's a colorful new variety in a pattern you've not seen before!

It's a deep marbleized orchid-rose when it first opens, with loads of coloring especially around that crested yellow stamens in the center, yet as the flowers expand to full size, the marbleized coloring "stretches out" and you'll see a wee bit of white in the background. Then the ruffling at the petal edges really shows off! You'll love those saucy ruffles!



# Sailor's Delight

**\$1.50**

Here's a free-blooming blue violet that we like to sell for it has easy-to-pack supple foliage, and we get lots of plants from each leaf cutting. It's priced low too!

If you've never ordered from us before, let us prove that we know how to pack our violets!



# Steam Sterilized Potting Soil



This mixture is exactly what is used in the greenhouse for growing the African Violets which are shipped to you! Makes them grow and bloom profusely. Packaged in moisture-proof plastic bags to keep from drying out until used.

Be sure to include a package with your plant order, for your African Violets need this special mixture, which includes leaf mold, rich woods earth, good garden soil, well rotted cow manure, peat moss, vermiculite, and a few wee stones essential for proper drainage. Please don't add anything "extra" to this soil . . . it's mixed exactly right! Keep some handy!

1 pkg. (2½ lbs.) for \$1.75 postpaid.  
2 pkgs. (5 lbs.) for \$3.25 postpaid.



## "Pokon" 16-21-27

### "Worlds Richest Plant Food"

Wee crystals dissolve INSTANTLY in water, and keeps till used! *Just empty each pre-measured unit into a quart of water.*

This concentrated plant food (the standard fertilizer of Holland for 50 years), replaces whatever you've been using! Pokon does not contain chloride or any filler, so this solution will not injure roots even in direct contact.

So inexpensive, too. Simply dissolve one teaspoonful of these Pokon crystals in a quart of water. We recommend that you use this solution only twice a month to obtain most economical benefits!

If you have had trouble getting your African Violets to bloom, here's what to do. Order a package of our good potting soil and also some Pokon Plant Food. Then follow the Growing Instructions in your package. We have had many fine reports from our customers on their experience with Pokon. It produces stronger root growth, sturdier stems, rich green luxuriant foliage and larger, longer-lasting blossoms! It's the world's richest plant food!

#### Pokon Prices With Any Order

25¢ size — 25¢  
75¢ size — 75¢  
\$1.00 size — \$1.00

#### Without Order

25¢ plus 25¢ mail charge — \$.50  
75¢ plus 25¢ mail charge — \$1.00  
\$1.00 plus 25¢ mail charge — \$1.25



AFRICAN  
VIOLET Greenhouses

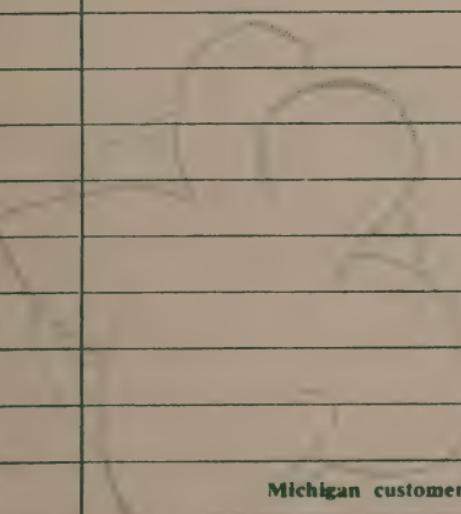
34365 MORAVIAN DRIVE — FRASER, MICH

Ship to \_\_\_\_\_

Address \_\_\_\_\_

City-State \_\_\_\_\_

TEAR OFF—AND MAIL TODAY:

 Michigan customers add 3% sales tax—please!

# **"Recollection of Quality Remains Long After Price Is Forgotten"**

## **So Our Policy is . . .**

**You be the Judge of Value — We Are Anxious to Please**

**GROWING** instructions are sent with all orders; tells how to mix your own soil for best results, gives many hints on propagation, how to save a plant that has been damaged; information on watering, fertilizing. You don't need a green thumb, just a few rules!

Since we cannot ship plants during winter months, all orders received in the winter will be put on record and we will commence mailing plants starting mid-April or so. Whenever the weather in Detroit is above 40°. Since we would have to replace at our expense any that arrive damaged, you can understand our caution. Earlier shipments will be made at customer's insistence . . . and risk. But it takes so long to grow a nice plant, we hope you will allow us to select the proper shipping time to your area. The non-perishables like soil, etc., will be mailed in any weather.

**ORDER EARLY** because many of the newer varieties are in scarce supply. We will not substitute unless you mention 2nd choice. If temporarily out of stock may we hold your order and send that variety a bit later?

**OUR CATALOG** is sent regularly to customers on record.

**EVERYTHING** is priced **POSTPAID** to your door (no C.O.D.).

**ALL PLANTS** are true to name, top quality and size. State Inspected and free from insect pests and disease. Varieties not listed may be under propagation; your inquiries are solicited.



**Dear Mrs. Spoutz:**

I have a friend who appreciates house-plants . . . send your catalog to

1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

No matter what your selection, you are assured of  
**Quality Plants and Quality Packing.**

# *Red King*

- \*Deepest red so far
- \*Holds its color
- \*A profuse bloomer

**\$2.25**



We hasten to admit that truly crimson red African Violets aren't to be had but this one is the nicest we've seen. Red King holds its color and makes a compact plant. When grown in a sunny window the foliage shows unusual darkness!

As in the past, we have looked carefully at all the "newer" reds that have been named, and we still believe that Red King outdistances all others. The picture above shows its neat growing habit, and it is easy to bloom, with eight and more buds and flowers per stalk, held well above the foliage. Red King holds its color evenly (remember, it's not a fireman's red), and young plants are covered with claret-to-wine good sized flowers. Very aristocratic!

---

We sell new varieties for those who want the latest sorts and also the exquisite kinds that are just a few years older which have stood the test of time, and priced lower. You can rely on our descriptions!

A customer wrote us: "I'm glad I sent in my order soon as your catalog arrived. Your packing was just grand, and my plants arrived yesterday. They were so nice and fresh that my neighbors would hardly believe they came from such a distance."

# *Books...To help you grow better plants*

"1001 AFRICAN VIOLET QUESTIONS  
ANSWERED BY TWELVE EXPERTS"  
. . . edited by Helen Van Pelt Wilson  
\$4.95 postpaid



Here are the 1001 questions you have asked and the answers to solve all of your problems, whether you grow violets at your windows, under fluorescent lights or in a greenhouse. The questions came from people like yourself and the answers came from twelve experts who live and raise African Violets in ten different areas! There are 18 pages of clear drawings. Book contains 368 pages.

**"An Easy Guide to African Violets"**  
by William L. Meachem . . . \$1.95 postpaid



A dandy book for beginners! It's filled with easy-to-follow directions, and the illustrations show clearly how to save time and money. Tells you what to do with that leaf your neighbors gave you, and helps you to grow it into a lovely plant in bloom. Shows you how to cross your plants, to obtain high grade seedlings that you can name and register. Colored photographs on the covers!



**"All About African Violets"** by Montague Free  
. . . \$3.50

Yes, this big book contains 304 pages! Non-technical and very humorous. Every problem you are likely to meet under home conditions is taken care of. You're sure to enjoy his droll observations of certain varieties, and includes 111 photographs, 28 color drawings! \$3.50

**double-flowering**

# *Blue Peak*

**\$1.75**

Crisp sugar-white edging against marine-blue petals remind you of snow-capped peaks!

Read more about this 3-in-1 newcomer!



# *Oriental*

**\$3.50**

Really exotic, one of those eye-catching fantastic varieties that even an ardent collector will exclaim over!

Foliage so different from anything you've seen!



SPECIALIZING IN AFRICAN VIOLETS

34365 MORAVIAN

FRASER, MICH.

## In Closing . . .

We specialize in African Violets. The GOOD ones. Varieties that are outstanding as a result of years of cross hybridization of the better kinds. New color combinations and unusual foliage, and many choice double-flowering varieties are the latest thing in violets nowadays.

We sell new varieties for those who want the latest sorts, and we have the exquisite kinds that are just a few years older, priced low to be available for the modest purse. Some favorites are missing from this issue due to insufficient stock, and we hope to have them by next Spring.

Perhaps a choice African Violet is just the gift when you need to express your good wishes on occasions that arise. Here is an opportunity for a remembrance that your gardening friends will treasure, a friendly cheery way to express your greetings for a birthday, or your hope for speedy recovery. If in doubt which variety to select, just send us the money you wish to spend and we'll surely select a plant filled with flowers.

A living gift is an easy way to tell your friends "I'm thinking of you, sending my regards, wishing you well." A hundred kindly thoughts will not register like one actual gift of African Violets such as we furnish!

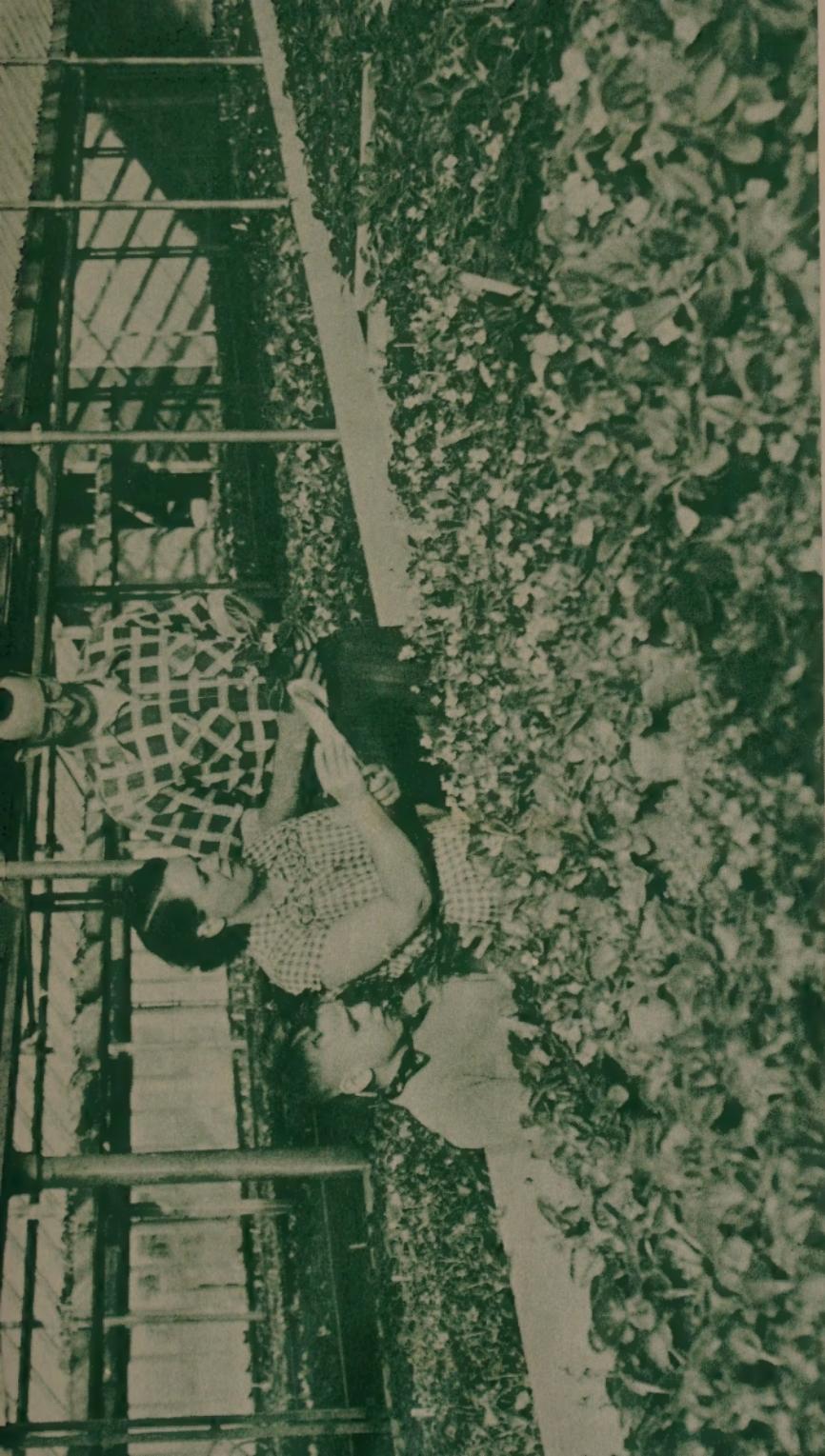
You should start your collection today! Year after year these plants will bloom for you during the winter months when flowers are most appreciated.

Sincerely

SPOUTZ GREENHOUSES

Mrs. Jennie Spoutz.

"We're near 15-Mile Road and Schoenherr, about seven miles north of Detroit"



FRASER, MICH.

**SPOUTZ AFRICAN VIOLET GREENHOUSES**

34365 MORAVIAN DRIVE



# Rainbow Giant

**SPOUTZ AFRICAN GREENHOUSES**  
**VIOLET**

34365 MORAVIAN DRIVE

FRASER, MICH.

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